

IMAGEEN

Turin September 2011

Paul Hanna

Director Economic Development &
Programmes



Connecting you to opportunity





What I will cover

Imageen

- Partners

- Approaches

The Birmingham Experience

Key themes and next steps



Connecting you to opportunity



Improvement of Methodologies and Governance of European Entrepreneurship Network (IMAGEEN)

Three year programme to

Identify and benchmark best practice in developing Entrepreneurship
across the partnership.

Explore how this best practice can be transferred to each partner and
the wider EU.

Develop a range of materials which are available to both policy makers
and local practitioners in how to influence and implement these
approaches locally.



Connecting you to opportunity





The Partners

| | |
|------------|--|
| Birmingham | Birmingham Chamber of Commerce Group |
| Gothenburg | Business Region Gothenburg |
| Granada | County Council of Granada |
| Lyon | Lyon Chamber of Commerce and Industry |
| Munich | The City of Munich – Department of Labour and Economic Development |
| Turin | Province of Turin |
| Warsaw | The City of Warsaw |



Connecting you to opportunity



Partner Approaches

- Gothenburg Mind your own Business / Expedition Forward
- Granada Working in rural communities, taking the support out to the people who need it most
- Lyon LVE building an integrated network of quality assured Business Support Specialists
- Munich Diana will tell you more in her presentation
- Turin MIP network of start up support
- Warsaw Network of local information points across the city and access to start up finance



Birmingham Case Study

Stimulating Enterprise through Coaching

The Problem

High Levels of Unemployment

Low levels of Entrepreneurship in key communities

Low take up of the existing mainstream Start- Up
provision



Connecting you to opportunity

